



State of Wisconsin  
Department of Workforce Development

# WORKFORCE OBSERVATIONS\* FOR WISCONSIN BAY AREA COUNTIES

April 2004

## Bay Area Unemployment Rates Decline in March

### Wisconsin Bay Workforce Development Area

March 2004	Brown	Door	Flor.	Kew.	Manit.	Marinette	Meno.	Oconto	Shaw.	Sheb.	Bay Area	WI
<b>Civilian Labor Force*</b>	151,100	15,800	2,000	10,900	43,900	23,400	2,600	16,300	21,100	65,900	353,000	3,092,800
Employed	142,900	14,100	1,800	10,100	39,900	21,500	2,300	14,400	19,800	62,700	329,400	2,901,700
Unemployed	8,100	1,700	200	800	4,100	2,000	300	1,800	1,400	3,300	23,600	191,200
Unemployment rate(%)	5.4%	10.7%	8.4%	7.2%	9.3%	8.3%	10.3%	11.2%	6.5%	5.0%	6.7%	6.2%
<b>Seasonally Adj. Rate (%)</b>	<b>4.6%</b>	-	-	-	-	-	-	-	-	<b>4.5%</b>	-	<b>5.1%</b>
<b>Change from one month ago February 2004</b>												
<b>Civilian Labor Force*</b>	300	-100	0	0	-100	200	0	0	-200	400	500	-6,800
Employed	500	-100	0	100	100	200	0	100	-100	500	1,200	2,200
Unemployed	-200	0	0	-100	-200	0	0	0	-100	-100	-800	-9,000
Unemployment rate(%)	-0.1%	-0.2%	-0.3%	-0.6%	-0.5%	-0.1%	0.9%	-0.2%	-0.5%	-0.2%	-0.2%	-0.3%
<b>Seasonally Adj. Rate (%)</b>	<b>0.0%</b>	-	-	-	-	-	-	-	-	<b>0.0%</b>	-	<b>-0.1%</b>
<b>Change from one year ago March 2003</b>												
<b>Civilian Labor Force*</b>	8,100	600	100	200	100	400	100	-100	300	2,300	12,100	46,000
Employed	8,600	600	200	200	0	400	100	-100	500	2,700	13,100	64,700
Unemployed	-500	0	0	-100	200	0	0	0	-100	-400	-1,100	-18,600
Unemployment rate(%)	-0.7%	-0.5%	-3.0%	-0.8%	0.3%	-0.3%	-0.6%	-0.8%	-0.8%	-0.8%	-0.5%	-0.7%
<b>Seasonally Adj. Rate (%)</b>	<b>-0.6%</b>	-	-	-	-	-	-	-	-	<b>-0.7%</b>	-	<b>-0.7%</b>

\* Includes participants residing in area. \*\* Includes employment with employers located in area. Estimates are NOT seasonally adjusted.  
Current month estimates are preliminary. Totals may not add due to rounding. Calculations based on unrounded numbers. NWWS data is benchmarked to 3/2002.

The seasonally adjusted unemployment rates began to decline in most of the counties in the Bay Workforce Development Area as well as the State of Wisconsin during March. Traditionally, March is the month that the rates usually begin to drop continuing until August or September. The overall decline in the Bay WDA was quite small this month, dropping 0.2, (which is an average decline for the month) of a percentage point to 6.7 percent.

The larger story is the continued decline in the rate when comparing the monthly rate for this March with last

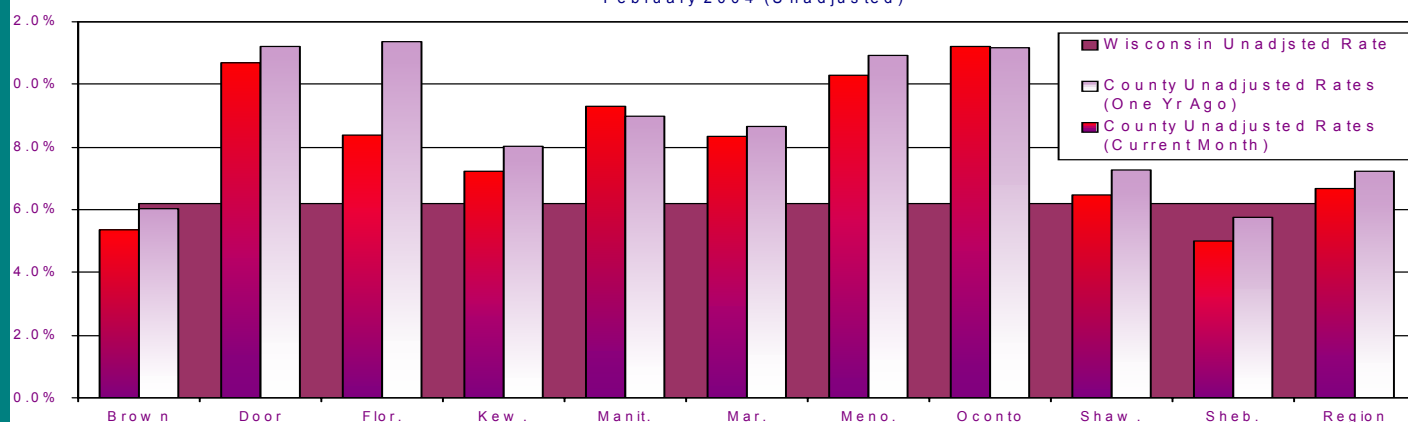
March. The decline during the last twelve months was 0.5 of a percentage point, dropping from 7.2 percent.

The only county in the Bay WDA to show an increase over the month rate was Menominee, which increased 0.9 of a percentage point to 10.3 percent. Sheboygan County remained the lowest in the 10 county region at 5.0 percent followed by Brown County at 5.4 percent. Kewaunee County had the largest decrease of its rate declining 0.6 of a percentage point to 7.2 percent.

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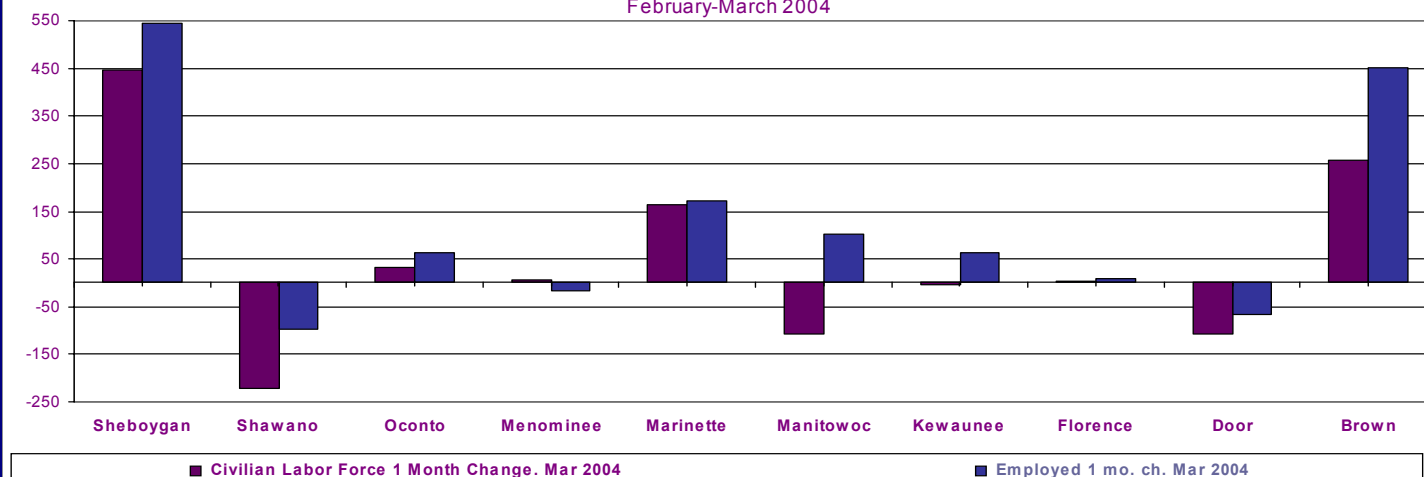
### Wisconsin Bay WDA County Unemployment Rates

February 2004 (Unadjusted)



## Labor Force and Employment Change Wisconsin Fox Valley Area

February-March 2004



Looking at the changes occurring over the last twelve months, nine of the ten counties in the region had lower rates than last March. Florence County had the greatest decrease with a drop of 3.0 of a percentage point from last year. Manitowoc was the only county with an increase with its rate, rising 0.3 of a percentage point to 9.3 percent.

As the unemployment rates begin to drop during March of each year, the number of workers entering the labor force as well as employment levels begin to increase during this period also. During March, the labor force rose 400 to 353,000. This was accompanied by an increase in the number of workers finding employment. In March the number of workers employed in the Bay WDA rose 1,200 to 353,000. This was 12,100 above last March. The number estimated to be unemployed declined 800 to

23,600. This was 1,100 less than last March.

Nonfarm wage and salary (NFWS) employment rose 2,200 to 310,300 during the month. Most of the increase occurred in Brown County (800) and in Sheboygan County (700). These two counties account for over 60 percent of all of the jobs in the ten county region. Information, professional, business services and other services had the largest increase of all of the industry sectors, increasing by almost 700 over the month.

Manufacturing employment has increased from last year, gaining nearly 1,300 jobs. Many of these have been workers returning to work, although there has been some hiring in this sector in recent months. But this has been quite limited. Local staff at several job centers in the area

*(Continued on page 3)*

### U.S. Consumer Price Index - All Urban Consumers (CPI-U)

**National (U.S. City Avg.) 1982-84 = 100**

**Class B/C-North Central States  
(1996 - 100) (Size 50,000-  
1,500,000)**

**Class D-North Central States  
(1996 - 100) (Size Less than  
50,000)**

	Mar-04	Feb-04	Mar-03	Mar-04	Feb-04	Mar-03	Mar-04	Feb-04	Mar-03
Item	Index	Index	% Change Previous Month	Index	Index	% Change Previous Month	Index	Index	% Change Previous Month
All Items	187.4	186.2	1.7%	115.2	114.7	1.4%	173.0	173.0	0.3%
Food & Beverage	184.9	184.5	3.2%	113.6	114.2	2.1%	175.0	175.0	3.7%
Housing	187.9	187.0	2.0%	113.5	113.0	1.2%	163.9	163.9	-0.7%
Apparel & Upkeep	123.5	118.6	-0.1%	92.1	88.7	1.4%	128.7	128.7	-6.5%
Transportation	160.5	158.8	-0.3%	114.9	114.0	-0.3%	145.9	145.9	-2.3%
Gasoline (all types)	149.8	142.5	1.6%	153.4	148.4	0.9%	130.7	130.7	0.4%
Medical Care	307.5	306.0	4.5%	132.9	131.8	6.3%	301.1	301.1	7.0%
Energy	143.1	140.6	0.4%	138.0	136.6	0.0%	129.2	129.2	3.5%

(Not seasonally Adjusted)

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have commented on the increase in job orders during March.

### Seasonally Adjusted Unemployment Rates

The seasonally adjusted rate for the Green Bay MSA was 4.6 percent, unchanged from last month. The rate was

0.6 of a percentage point below last year. The rate for the Sheboygan MSA, was 4.5 percent, also unchanged from February and a drop of 0.7 a percentage point below last February. The nation's rate was 5.7 percent. The rate for Wisconsin was 5.1 percent.

For additional labor market statistics contact our website at <http://www.dwd.state.wi.us/lmi>.

<b>Wisconsin Bay Workforce Development Area</b>												
<b>March 2004</b>	<b>Brown</b>	<b>Door</b>	<b>Flor.</b>	<b>Kew.</b>	<b>Manit.</b>	<b>Marinette</b>	<b>Meno.</b>	<b>Oconto</b>	<b>Shaw.</b>	<b>Sheb.</b>	<b>Bay Area</b>	<b>WI</b>
<b>Total Nonfarm</b>	150,400	12,000	1,300	6,500	34,100	20,300	2,200	8,900	12,500	62,000	310,300	2,761,400
Total Private	132,500	10,300	900	5,200	29,600	18,100	200	7,200	9,800	55,400	269,200	2,342,000
Goods Producing	34,800	2,900	300	2,200	11,700	7,000	*	2,600	2,700	25,800	90,100	617,100
Service Producing	115,600	9,200	1,000	4,300	22,400	13,300	2,200	6,300	9,800	36,200	220,200	2,144,300
Constr., Mining & Nat.Rsrcs	7,200	900	0	500	1,000	600	*	400	500	2,400	13,600	117,600
Manufacturing	27,600	1,900	300	1,700	10,700	6,400	*	2,200	2,200	23,400	76,500	499,500
Trade	22,000	1,800	100	800	4,100	2,800	100	1,100	2,000	7,700	42,400	430,000
Transportation & Utilities	9,600	100	40	500	1,600	700	*	300	300	1,200	14,300	315,100
Financial Activities	10,800	500	30	200	1,000	500	*	200	500	2,400	16,200	158,800
Education and Health Services	18,700	1,300	100	500	4,700	2,800	*	1,100	1,600	7,000	37,700	375,500
Leisure & Hospitality	13,600	2,000	200	600	2,800	1,600	*	1,000	1,200	4,000	27,100	235,100
Info., Prof. & Bus. Svcs, Other Svcs	23,000	1,600	100	500	3,700	2,600	*	900	1,500	7,300	41,300	955,100
<b>Total Government</b>	17,900	1,800	400	1,300	4,500	2,300	2,000	1,700	2,700	6,600	41,100	419,400
Federal	1,000	100	30	100	200	100	*	100	100	200	1,900	29,100
State	2,500	100	10	0	200	200	*	0	100	600	3,700	100,300
Local	14,400	1,600	300	1,200	4,100	1,900	2,000	1,600	2,500	5,800	35,500	290,000
<b>Change from one month ago February 2004</b>												
<b>Total Nonfarm</b>	800	0	20	100	200	300	-10	100	0	700	2,200	13,400
Total Private	600	0	20	0	200	300	-10	100	100	600	1,900	11,000
Goods Producing	100	0	20	0	0	200		0	0	100	500	3,200
Service Producing	700	0	0	100	200	100	-10	100	0	600	1,700	10,200
Constr., Mining & Nat.Rsrcs	300	0	0	0	0	0		0	0	0	400	4,800
Manufacturing	-200	0	20	0	0	200		10	10	100	80	-1,600
Trade	0	0	0	0	0	0	0	10	0	200	260	3,100
Transportation & Utilities	0	0	0	0	0	0		0	0	0	40	1,500
Financial Activities	0	0	0	0	0	0		10	0	0	20	-700
Education and Health Services	200	0	0	0	100	0		20	20	0	290	700
Leisure & Hospitality	-100	0	0	20	0	0		10	20	100	80	2,400
Info., Prof. & Bus. Svcs, Other Svcs	400	0	0	0	0	0		10	20	200	680	2,200
<b>Total Government</b>	200	0	0	60	0	0	-10	30	-40	100	390	2,400
Federal	0	0	0	10	0	0		0	0	0	0	-100
State	0	0	0	0	0	0		0	0	0	0	900
Local	200	0	0	50	0	0	-10	30	-40	100	380	1,600
<b>Change from one year ago March 2003</b>												
<b>Total Nonfarm</b>	6,700	-500	0	-100	-700	-400	-100	-200	-300	1,700	6,200	34,800
Total Private	6,800	-400	0	-100	-600	-400	0	-100	-300	1,800	6,600	41,600
Goods Producing	1,400	100	0	-100	-300	-200		-100	-200	400	1,100	3,100
Service Producing	5,300	-600	0	0	-300	-300	-100	0	-100	1,300	5,100	31,700
Constr., Mining & Nat.Rsrcs	100	-100	0	0	-100	-100		-100	-100	100	-200	7,800
Manufacturing	1,300	200	0	0	-200	-100		-100	-100	300	1,300	-4,700
Trade	0	-200	0	0	-200	-200	0	0	-100	500	-200	11,500
Transportation & Utilities	200	0	0	0	0	0		0	0	0	200	7,900
Financial Activities	300	0	0	0	0	0		0	0	100	400	3,800
Education and Health Services	1,100	0	0	0	100	0		0	100	100	1,300	13,600
Leisure & Hospitality	2,100	-200	0	0	-100	0		0	-100	300	2,100	8,500
Info., Prof. & Bus. Svcs, Other Svcs	1,700	0	0	0	-100	-100		0	-100	400	1,800	17,100
<b>Total Government</b>	-100	-100	0	0	0	0	-100	-100	0	-100	-400	-6,800
Federal	-100	0	0	0	0	0		0	0	0	-100	-600
State	-200	0	0	0	0	0		0	0	-100	-300	-3,500
Local	200	-100	0	0	0	0	-100	-100	0	0	0	-2,700

## The 11th annual Governor's Workforce Development Conference

The 11<sup>th</sup> Annual Governor's Workforce Development Conference. This year's conference is designed around the Governor's "Grow Wisconsin" economic initiative. Since Governor Doyle unveiled this initiative he has signed into law comprehensive legislation to modernize our financial system, sales tax relief for manufacturers, groundbreaking regulatory reform laws, and has expanded access to technology zone tax credits. But there is much more to do and we want you to be a part of shaping a new direction for our economy.

The conference runs May 19-21, 2004 with Governor Doyle keynoting on the conference's opening day. Public and private employers and individuals throughout Wisconsin and the Midwest will gather to network, strategize, and solve the issues impacting economic and workforce development to grow Wisconsin's economy. This year's conference will focus on four practices: developing partnerships, investing in Wisconsin's citizens, growing Wisconsin's economy and fostering a productive climate for business and workers.

In order to grow Wisconsin's economy, we need to continue looking to new strategies, expanding our networks and identifying innovative ways to meet the challenges of our evolving economy. I hope that attending this conference will offer you a sense of renewal and recognition for your daily efforts in support of Wisconsin's economy.

To register, or get more information on the conference, please visit this web site <http://www.gwdc.net/>

**Look for the most current Labor Market Information at: <http://www.DWD.STATE.WI.US/LMI>**

Direct questions and comments to: **Richard Seidemann, Regional Labor Market Analyst**, Sheboygan County Job Center, 3620 Wilgus Avenue, Sheboygan, WI 53081 920-208-5809 920-459-3845(FAX) E-mail: [richard.seidemann@dwd.state.wi.us](mailto:richard.seidemann@dwd.state.wi.us)

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